

2c**LAST EDITION****2c****SIGHT U-BOAT OFF HAMPTON ROADS**

THE DAY BOOK

An Adless Newspaper, Daily Except Sunday

VOL. 6, NO. 237

Chicago, Friday, July 6, 1917

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GOOD NIGHT EDITION OF THE DAY BOOK

**N. D. Cochran Tells Readers Why This Is the Last Issue
of the First Adless Daily.**

To Readers of The Day Book,
Chicago and Elsewhere, U. S. A.
Say, Friends:

This is the last issue of The Day Book. With some reluctance I must say good night and good bye. I can't be in Washington, Toledo and Chicago at the same time, and have discovered that there is a limit to what one man can do.

When I started The Day Book, in October, 1911, I thought I had worked hard enough and long enough at the newspaper game to have earned the right to turn crusader and branch out into adless journalism.

There was nothing wrong with the idea. It was thoroughly practical then. It was possible to publish an adless daily newspaper that was under no obligation to advertisers and free to publish the truth. I was in no hurry. I took it easy. But finally got The Day Book to a point where it was not losing over \$500 a month.

With 30,000 circulation it could have been made self-sustaining. At